

What Changed the Old Town's Name?



Mr. Brown of SLEEPYTOWN, He wouldn't advertise; So along came Mr. Strong And took him by surprise.

Mr. S., as you may guess, Was strictly up to date; Knew the game and played the same At early hours and late.

Strong is still in WAKEFULVILLE, The merchant of the town; He advertises and still surprises Such chaps as Mr. Brown.

Boom Your Own Town.



Business will prosper Only when the people Of the community Make a united effort.

Your business depends On others' prosperity. Unless we work together Results are disappointing.

Only those prosper Whose patrons are prosperous. Nothing succeeds like success!

Towns thrive and flourish Only when they deserve to— When their own people Neglect no opportunities.

"Marked Copy" Did the Trick.



"MARKED COPY" on a newspaper wrapper is sure to make the receiver open and read.

Last year a southern man bought fifty copies of his local paper containing a suggestion for a factory location, marked them and mailed them to fifty individuals or concerns that might be interested.

Result: Twelve immediate inquiries three propositions for the factory site, one thriving factory located which today pays wages to 175 persons living in that town.

Watch this paper for such opportunities to BOOM YOUR TOWN.

SCALPING.

Indian Tradition That Tells the Origin of the Custom.

According to the Indian tradition, scalping arose in this wise: Hundreds, perhaps thousands, of years ago, when all the Indians in the world were of one tribe and under one chief, there arose a dispute in the tribe as to who should succeed the old chief, who had just died without issue. There were two principal aspirants to the honor, each having a considerable following. The dispute finally ended with strife and war, and for the first time in the history was "brothers' blood shed by brothers."

The chief of one of the factions had a beautiful daughter, and one of the bravest warriors was a suitor for her hand. Her father consented to the match on one condition—that the young brave should journey to the camp of the enemy, many miles away through the deep snow, to kill the chief, his rival, and return with some unmistakable token of his death. In spite of the snow and the distance, the young man immediately set out on his journey and, after lying in ambush for several days, finally entered the camp, boldly attacked the chief in his tent, slew him and cut off his head.

Next morning the murder was discovered, and the tribe set off in hot pursuit. Little by little they gained upon the fleeing warrior, who in his anxiety to elude his pursuers cast away all his impediments, to his very clothing, retaining only his stone knife and the trophy which was to win him his bride.

His pursuers gained rapidly until finally so near did they come he could hear them on his trail. His grewsome burden grew heavier and heavier, and as a last resort he whipped out his knife, stripped the scalp from the head of the dead man and, thus lightened of his load, reached his own camp in safety, presented to his chief the token of his prowess and was wed, amid great rejoicing, to the damsel of his choice.

From thenceforth he was permitted to wear an eagle's feather in his cap, and to this day the eagle's feather remains the sign of the successful warrior, the number he displays depending upon the number of scalps he has taken.—Chicago Record-Herald.

HE USED TACT.

A Successful Man's Story of the Way He Won Wealth.

"The late Ira D. Sankey," said a Brooklyn clergyman, "attributed a part of his success to tact—to the faculty of pleasing people. He used to tell a story in illustration of tact's great power.

"Mr. Sankey, according to the tale, met on the street one day a man he hadn't seen for two years.

"Why," said the man, 'how well you're looking, Sankey!'

"You, too, are looking well," said Mr. Sankey. 'And two years ago you were quite out at the elbow, while now you are clothed in purple and fine linen. Come home to dinner with me, won't you?'

"Gladly," said the other, and they went to dine.

"During dinner Mr. Sankey's guest talked agreeably of his 120 horsepower racer, his wife's limousine and his daughter's husband, the earl. It developed, in fact, that he was a multimillionaire.

"And yet two years ago," Mr. Sankey said, 'you were as poor as a church mouse. Tell me, how did you manage it?'

"By means of tact," replied the guest. 'I suddenly took to being tactful, and the results were marvelous. I never neglected on meeting an acquaintance to say, "How well you are looking!" The acquaintance would be tremendously pleased. He would invite me home to dinner, he would introduce me to all his influential friends and he would give me valuable tips and pointers. Naturally I soon became rich, very rich, rich enough to retire.'

"Then the guest looked at his watch and rose.

"But I really must be going," he said. 'Thank you, my dear Sankey, for an excellent dinner. Goodbye. How well you're looking!'"—Cincinnati Enquirer.

Settled It Themselves.

In western China European travelers recently found a simple method of settling disputes. One of them writes: "While we called the midday halt at Taehade, we asked the villagers concerning some new graves which we noticed in a field close by. They answered, 'Our head man and two others were killed three months ago in a feud with a village higher up the hills.' 'Is it settled now?' 'Yes.' 'Did you report the matter to Laowo?' 'No. What would have been the use? We just settled the matter ourselves.' 'How?' 'Oh, we killed eight of the other party.'"

The Apple of Discord.

At the marriage of Thetis and Peleus, where all the gods and goddesses met together, Discord threw on the table a "golden apple" for "the most beautiful." Juno, Minerva and Venus put in their separate claims and, not being able to settle the point, referred the matter to Paris, who gave judgment to Venus. This brought on him the vengeance of Juno and Minerva, to whose skill is attributed the fall of Troy.

Literary Taste.

"I have written a book that everybody ought to read," said the author. "I am afraid it won't do," answered the publisher. "What the public seems to want now is a book that nobody ought to read."—Washington Star.

Corn Exposition Exhibits Carried Free.

The Burlington railroad is to carry exhibits to the National Corn Exposition free of charge. This will give everyone along the route a chance to compete for the valuable premiums being offered.

A special baggage car will start from McCook on December 2nd on train No. 12 at 7:15 a. m., and will stop at the following points: Red Willow, Indianola, Bartley, Cambridge, Holbrook, Arapahoe, Edison, Oxford, Atlanta, Holdrege, Funk, Axtell, Minden, Heartwell, Kenesaw, Juniata, Hastings, Inland, Harvard, Saronville, Sutton, Grafton, Fairmont, Exeter, Friend, Dorchester, Crete, Berks, Denton, Burnham and Lincoln.

All exhibits should arrive at the above stations the day previous to the departure of the train upon which they are intended to be sent. Charges must be prepaid up to the time they are left in care of the station agent at the pickup points.

Name and postoffice address should be plainly written and attached to each package. Address the exhibits to J. Wilkie Jones, General Manager of the National Corn Exposition, Omaha, Nebraska.

Full Measure and Running Over.

The entertainment given under W. C. T. U. auspices, Tuesday evening, in Diamond's hall, delighted a well-filled room of appreciative people. The program as given in last week's paper an excellent one and well worth the price of admission, was supplemented by refreshments, giving added flavor to an occasion of much genuine pleasure.

PROGRAM.

Music.....High School Band
Prayer.....Rev. Hawkes
My Country, 'Tis of Thee.....Audience
Reading.....George Kearns
The Guileless Witness.....Stella Faus
Music.....Band
Reading—That Old Sweetheart of Mine.....Mrs. Gary
Reading—selected, Mabel Hegenberger
Music.....Dorothy Dungan, Letta Monks
Reading.....Gertrude Morrissey
Reading.....Lona Phelps
Music.....Band

Entertained in Lincoln.

The M. M. Card club enjoyed a series of bridge games, Saturday night, with Mr. and Mrs. Robert M. LeGore as hosts. The highest scores were made by Mrs. Frank Prophet and O. M. Stonebraker. Those present in addition to the club members were: Mrs. Charles D. Ritchie, of McCook, Mrs. Jerome Smith, of Grand Falls, Texas, Mr. and Mrs. Carl Weil, Mr. and Mrs. C. H. Beaumont and Miss Annie Jones. The next fortnightly meeting will be with Mr. and Mrs. C. H. Rudge.—Lincoln Star.

Severely Injured by Fall.

Early Monday morning, Mrs. Sarah J. Spickelmier of Longmont, Colorado, while a guest in C. I. Hall's home, fell onto the floor in her bed-room, sustaining severe hip injuries which will confine her to bed for some time. Mr. and Mrs. Cal. Throne were summoned from Longmont and Mrs. Throne will remain until the mother is able to return with her to Colorado. Mr. Throne returned home, Wednesday.

The Annual Exhibit

and demonstration of the Majestic range at McCook Hardware Co.'s, last week, was as usual a great success in every particular. The exhibit of the walking cake was carried out just as advertised showing what can be done in the Great Majestic range. If you have not got one of these ranges you should figure on one as soon as possible.

Captured an Insane Man.

Roy Ball, a young man who escaped from the asylum at Lincoln, Nebraska, a few weeks ago, was captured by Deputy Sheriff, Barry Devling, in Kirk precinct, and brought to Wray Sunday. The father of the unfortunate young man, who resides near McCook, was notified of the capture and came up Tuesday and returned with the boy.—Wray (Colo.) Gazette.

Selecting Christmas Presents

will be easy for you at our store, as you find so many things which are appropriate as well as useful. Our line is more complete than ever and you will find your money will go a long way if you buy of us.

McCOOK HARDWARE CO.

May Locate in McCook.

J. B. Noonor of Oberlin, Kansas, representing the Norton (Kas.) Marble and Granite Works, spent part of the week in our city, looking up business matters. While here he looked over the situation and may decide to locate here in the not distant future.

Are You Provided

for winter. Better arrange right by getting a Garland Base Burner large enough to heat your house easy and save half the coal bill you are now paying. McCook Hardware Co. have these stoves and can show you how.

Deputy Oil Inspector.

Francis Colfer of our city has been appointed a deputy oil inspector for the Fifth district by Governor-elect Shallenberger.

Complete line of harness of the best grades for the least money at McCook Hardware Co.

Frank Real & Co. are equipping their elevator plant with feed grinder of the roller kind.

McConnell's Balsam cures coughs.

Everything in drugs. McConnell.

Picture framing. The Ideal Store.

Mary Harrison, nurse. Phone black 286.

Fruits of all kinds at all times at Huber's.

List your property with Dorwart & Newlon.

Fall and winter caps for men and boys at Rozell & Barger's.

Ten bars of Good Laundry Soap for 25 cents at Magner & Stokes'.

See Dorwart & Newlon for bargains in real estate. Office under Citizens Bank.

Fresh lettuce, celery, cauliflower, rhubarb, etc., constantly on hand at Huber's.

A break in the machinery delayed the cement work on the electric plant, last week.

Godfrey & Co. are operating a feed mill. See them for feed of all kinds at right prices.

"Vetie" wrought iron buggies, the kind you ought to buy, at McCook Hardware Co.

Double-strength "Heinz" vinegar, imitated by all—equalled by none, for sale by Magner & Stokes.

Our Colorado peas, corn, etc., are as near perfection as it is possible to approach in canned goods. Huber.

It was Thomas Clapp who lost the money, last week, no; William White as erroneously printed in the paper.

If you realize the value of experience in prescription compounding you will take your prescriptions to McConnell, Druggist.

Buckskin Flannel Shirts—warm, strong, serviceable. They are union-made and are sold by

ROZELL & BARGER.

We are just in receipt of a new and well-selected fresh and up-to-date stock of neckwear and mufflers. Come in and see.

ROZELL & BARGER.

The stone for the temple building is on the site and work on the Main avenue front is progressing nicely, this week, making quite a showing for the handsome structure to be.

We have a remedy for skin chapping that never fails. It is delightful to use and keeps the skin soft, smooth and healthy. Ask for McConnell's Fragrant Lotion.

A part of every man's business assets is his reputation for being there with the goods, of selling good articles for the money, for selling dependable merchandise in any department of trade. Haven't you often heard this stated of Marsh's meats?

WHATEVER YOU NEED

In Dry Goods, Millinery, Cloaks, Furs, Suits, Skirts, Dresses, Blankets, Underwear, Etc., Etc.

BUY IT AT H. C. CLAPP'S AND SAVE MONEY

We are selling 52-inch Black Kersey Coats, beautifully trimmed, at \$6.75; 52-inch Black Kersey Coats, full satin lined, at \$10.00 and \$12.50; Handsome New Directoire Styles, in all colors, plain tailored and very elaborately trimmed, at \$15.00 to \$25.00.

Children's and Infants' Coats

we are showing in a great variety of Bear Skins, Plushes, Astrachans, Broad Cloths and Fancies, from \$2.25 to \$10.00.

Sweater Coats

We now have in a variety of colors for Ladies and Misses, at \$3.00, \$3.50, \$4.50 and \$5.00 each. Just the thing for this changeable weather.

Knit Goods

We offer a very extensive assortment of Knit Skirts at \$1.00 and \$1.50 each. Long Knit Scarfs at 50c, 75c, \$1.00 and \$1.50 each.

A Few Blankets Left at 48c per Pair

Don't miss this chance of securing a good cotton blanket at this ridiculously low price. Many other good values in blankets, at 75c, \$1.00 and up to \$6.25.

AND REMEMBER!!

We are exclusive agents in McCook for THE CELEBRATED MUNSING UNDERWEAR. It wears best, fits best, and gives the best satisfaction. Buy Munsing Union Suits—accept no other.

H. C. Clapp

Phone 56
222 Main Ave.
McCook

Exclusive Dry Goods, Millinery and Ladies Furnishings

Ma's Making Pancakes Hurrah!



And the more they ate the better they liked them. Falcon Pancakes are almost as indispensable as bread—easily digested—highly nourishing. To make them, use

Falcon Self-Rising Pancake Flour

A constant convenience to the busy housewife. It's wheat, corn and rye—an ideal food combination adding a new delight to the breakfast table. If you enjoy the good things of life, then ask your grocer for Falcon Self-Rising Pancake Flour, and have a treat for breakfast tomorrow

Shannon & Mott Company
Millers of Falcon Pure Foods
Des Moines, Iowa

The Cold Snap

SHOULD REMIND YOU OF THOSE

Warm Lined Shoes

We have them in all styles. Slippers, with felt soles, fur trimmed, turned soles; heavy leather shoes with wool tufted lining for old ladies; extra high top for old men—in fact, everything you want in a warm shoe at right prices.

The BEE HIVE